1964-08-04
The Daily Progress (p.11)

Cable Corp. Asks Permission To Expand Its Service in City

The Jefferson Cable Corp. last night asked City Council for permission to offer educational television programs to city schools and to provide weather programs and local TV coverage of civic events.

Robert A. Monroe, president of the firm, asked Council to amend the company's franchise to permit the eventual expansion to 12 channels. The cable currently brings nine channels into about 1,200 homes in the city.

Monroe said the three extra channels would be offered to the city school system to bring both live and filmed educational programs into the classroom. This phase of the expansion could begin by this fall if Council amended the franchise, Monroe added.

A channel could also be used for coverage of exhibits, lectures and major events at the University of Virginia, including University and other sports events.

The company would also provide a TV camera at its studios for use by civic leaders appearing on community matters, a program of continuing weather coverage and a film channel for the presentation of travel, informational and educational films, according to the proposal.

Monroe said the company planned to offer these services with no increase in the monthly service charge and no special fees for special programs, and without charge to the University or the city for their use of the system.

In reply to a Councilman's question, Monroe also said it was not the company's intention to carry commercial advertising on the cable.

The proposal drew a strong protest from Forbert W. Stroh, manager of the Paramount Theater, who said it was a step in the direction of pay TV.

Stroh said he was concerned a year and a half ago when the cable company was founded that it would bring pay television to the city.

"I feel this has come to pass — that this is indeed pay TV," Stroh said.

He said pay TV would hurt the movie business and eventually "drive all free television out of business."

Monroe asserted the cable company did not intent to begin pay television "unless the Council approaches us and tells us they want pay television in Charlottesville."

"Our problem is getting the Jefferson Cable Corp. on an expanding basis," he said. "We are expanding simply to make the service more attractive to our customers."

He said part of this expansion would be the installation of 30 miles of additional cable in the coming year and replacement of the original cable with more reliable aluminum trunk-line cable.

The company expects to open service in Belmont this month, in Locust Avenue - Park Street area in October and in the Meadows subdivision in November, Monroe said.

Council agreed to study Monroe's request. Vice Mayor Lindsay B. Mount, who presided last night, said it was possible a decision would be made at the Aug. 17 meeting.

1964-12-17
The Daily Progress (p.24)

Council Committee Studies Cable Co. Expansion Plea

A special committee of City Council met yesterday to give further consideration to a request by the Jefferson Cable Corp. for authority to expand its service, but formal action was not taken.

The committee is expected to make a formal report and recommendation on the request at a Council session in the near future.

The company has asked that its franchise be amended to permit eventual expansion to 12 chanels from the nine channels presently used. The extra service would include educational television to city schools, weather programs and local TV coverage of sports and civic events, according to the company's proposal.

Robert A. Monroe, president of the company, has said the additional service would be provided at no increase in the monthly charge for cable service. He has also said the expansion will not be pay television.

The request originally drew protest from several persons, among them Donald G. Heyne, president of radio station WINA, who contended the request should be deferred pending a decision by the Federal Communications Commission regarding FCC jurisdiction over cable companies.

Heyne and Monroe agreed yesterday, however, that an acceptable amendment could be drawn up authorizing the expansion provided any future ruling by the FCC would take precedence.

1965-10-23
The News Virginian (p.1)

Immediate Cable Tv Expansion Promised

Jefferson Cable Corp. said today it will begin work Monday to extend video cable service "to all major areas of Waynesboro."

The pledge of expanded coverage accompanied an announcement that State Loan and Finance Corp., a holding company, has purchased a 90 per cent interest in Jefferson.

Robert Monroe, who will continue as president of the community antenna firm, said in a letter to City Manager Charles T. Yancey:

Work Contracted

"One of the most important effects of this new major stockholder in Jefferson Cable is that cable service will be extended immediately to all major areas of Waynesboro. To this end, we have contracted with Ameco, Inc., to undertake such construction. They will begin work on Monday and will continue until such areas are completed.

"This will replace our 'block to block' construction and eliminate very rapidly our major problem — getting cable service to new areas. This new association assures residents of Waynesboro a continuing improvement and expansion of cable tv service now and for the years to come."

16,000 Homes

Mr. Monroe said plans are underway for expansion of cable tv to 16,000 homes in Waynesboro and Charlottesville.

State Loan and Finance Corp. operates more than 600 small loan and finance offices in 36 states and Canada. A Delaware corporation with assets of about $300 million, State Loan is represented here and in Charlottesville by the American Finance Corp., one of its subsidiaries.